



LIFE+



Information & Communication

Projects 2009



EUROPEAN
COMMISSION



environment

LIFE+ Information & Communication 2009: Commission funds 10 innovation projects in seven countries with €6.3 million

The European Commission has approved funding for 10 new environmental innovation projects in seven countries under the LIFE+ Information & Communications programme in 2009. These projects will either raise the profile of environmental issues, or provide training and awareness-raising for the prevention of forest fires. The projects are led by 'beneficiaries', or project promoters, based in Germany, Greece, Italy, Poland, Portugal, Spain and the United Kingdom. They represent a total investment of €12.9 million, of which the EU will provide some €6.3 million.

LIFE Information & Communications in 2009

LIFE+ Information and Communication projects disseminate information and raise the profile of environmental issues, and provide training and awareness-raising for the prevention of forest fires. Of the 113 proposals received, the Commission selected for funding 10 projects from a range of public and private sector nature and/or environment organisations, tackling topics such as biodiversity, climate change, waste and water. The projects are situated in Finland, France, Italy, Malta, Spain, Sweden and the United Kingdom, and represent a total investment of €12.9 million, of which the EU will provide €6.3 million.

Background

LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU and in certain non-EU countries. Since 1992, LIFE has co-financed a total of 3 314 projects, contributing approximately €2.45 billion to the protection of the environment. LIFE+ is the new European financial instrument for the environment with a total budget of €2 143 billion for the period 2007-2013. During this period, the Commission will launch one call for LIFE+ project proposals per year.

LIFE+ Information & Communications is one of three thematic components under the LIFE+ programme.

The other two components, LIFE+ Nature & Biodiversity and LIFE+ Environment Policy & Governance, focus respectively on improving the conservation status of endangered species and habitats; and on supporting pilot projects that contribute to the development of innovative policy ideas, technologies, methods and instruments

More information on each LIFE+ project is available at:

<http://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=home.home&cfid=656029&cftoken=cab1cf8091752717-4430206A-E1CB-E45B-8C0A15178EBFFE27>

It is also possible to contact the relevant national authorities:

<http://ec.europa.eu/environment/life/contact/nationalcontact/index.htm>.

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Location	Project number	Title of project
GERMANY	LIFE09 INF/DE/000012 Pro-Klima Autoklimaanlage	Information campaign "Pro-Klima: Efficient car climatisation through natural cooling substances"
GREECE	LIFE09 INF/GR/000319 PROM.SUS.FIS.PR.PRESPA	Halt the decline of fish biodiversity, in the Prespa basin, by promoting sustainable fishery practices in compliance with EU policy
	LIFE09 INF/GR/000320 Thalassa	Thalassa Campaign: Learn, Act, Protect/Awareness, Educational and Participation Campaign for Marine Mammals in Greece
ITALY	LIFE09 INF/IT/000076 FISH SCALE	Food Information and Safeguard of Habitat a Sustainable Consumption Approach in Local Environment
POLAND	LIFE09 INF/PL/000275 FORESTFIRE II	Forest fires and nature II – second part of raising rural residents awareness of the forest fire prevention issue
	LIFE09 INF/PL/000283 DOKLIP	A Good Climate For Counties
PORTUGAL	LIFE09 INF/PT/000045 ECO-COMPATÍVEL	Communicating for the sustainability of socio economic, human use and biodiversity in Natura 2000 Network Sites in Madeira Archipelago
	LIFE09 INF/PT/000048 BIO+SINTRA	Carbon Footprint Reduction, a contribution to enhance biodiversity in Sintra
SPAIN	LIFE09 INF/ES/000542 BIOCxLIFE	Promoting responsible food consumer choices that foster biodiversity in the Network of Natura 2000 and natural protected areas in Spain
UNITED KINGDOM	LIFE09 INF/UK/000032 RESTORE	RESTORE - Rivers: Engaging, Supporting and Transferring knOwledge for Restoration in Europe

Information campaign "Pro-Klima: Efficient car climatisation through natural cooling substances"

Project background

Vehicle air conditioning systems (sometimes called mobile air conditioners) use the chemical refrigerant R134a (tetra-fluorine-ethane), a powerful greenhouse gas. Some 600 million vehicles worldwide are equipped with air conditioning systems and by 2015 this figure is expected to rise to 1 000 million, emitting a minimum of 270 million tonnes of CO₂ equivalent refrigerants into the atmosphere.

Carbon dioxide is a natural refrigerant, and in 2007, the Association of the German Automotive Industry (VDA) gave its support to the future use of CO₂ in mobile air conditioners. To date, however, no orders for series vehicle production have been received and, outside Germany, CO₂ technology finds little support. It is unclear, for example, which refrigerant the French and Italian car manufacturers will favour in order to comply with EU targets in 2011 (EC/443/2009).

Project objectives

The project will campaign to reduce environmental pollution caused by vehicle air conditioning systems.

Specific aims include:

- To inform and educate motorists about the climate change impact of vehicles' air conditioning systems;
- To raise awareness and educate motorists about efficient handling/use of these air conditioning systems and about their climate impact;
- To promote the positive aspects of the use of natural refrigerants to consumers;
- To motivate fleet operators and car rental companies to select environmentally-friendly air conditioning systems for their vehicles;
- To use consumer awareness and demand for natural refrigerants to step up the pressure for action among automobile manufacturers; and
- To promote the integration of vehicle air conditioning systems in the EU CO₂ Regulation for new passenger cars (EC/443/2009).

Expected results

- Increased consumer awareness of the environmental impact of mobile air conditioners;
- At least 10 000 flyers to be published and distributed to driving schools in Germany;

LIFE09 INF/DE/000012
Pro-Klima Autoklimaanlage



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

Deutsche Umwelthilfe e.V.

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Name of contact person

Eva LAUER

Duration of project:

36 months (01/09/2010 - 31/08/2013)

Total budget in euro:

800,008.00

EC contribution in euro with %:

399,554.00 (49.94 %)

- Six technical workshops to be held for the major automobile manufacturers;
- At least 20 German regional or national television channels/TV production companies to be targeted;
- Background briefings to be given to more than 20 journalists from leading media organisations;
- National authorities in Germany, France, Italy, Austria and other EU countries to be informed about the harmful environmental impacts of current air conditioning systems and told about alternatives;
- The European Network T & E (Transport and Environment) to be informed about the objectives of the campaign. Members will be made aware of the climate impact of vehicle air conditioners and encouraged to start similar promotion campaigns in support of greener alternatives in their countries; and
- 100% of new vehicles to be equipped with environmentally-friendly and efficient air conditioning systems within four years of completion of the project.

Halt the decline of fish biodiversity, in the Prespa basin, by promoting sustainable fishery practices in compliance with EU policy

Project background

The introduction of non-native species poses a threat to the structure of the endemic and native fish populations of the Prespa lakes, on the border of Greece, Albania and FYROM. Long-term monitoring has shown, for example, that the Prussian carp (*Carassius gibelio*) may have contributed to the reduction of water transparency (clarity), threatening the water quality of the lakes. Similarly, populations of the invasive pumpkinseed fish (*Lepomis gibbosus*) and the Asian topmouth gudgeon (*Pseudorasbora parva*) have increased in the last few years and may be related to the decreasing populations of the endemic Prespa spirlin (*Alburnoides bipunctatus prespensis*). It is widely accepted that the stocking of non-native fish species results in the population reduction or complete extinction of endemic species. Awareness-raising and the provision of relevant information to decision-makers and stakeholders are therefore essential to prevent detrimental effects on endemic fish species of fish stocking with non-native species.

Project objectives

An awareness campaign will target local inhabitants and stakeholders, public authorities and the general public: The overall objectives are to promote the conservation of threatened endemic and rare fish fauna of the area and to implement sustainable fishery practices. The project will seek to inform, professional and recreational fishermen and the general public locally of the importance of sustainable fishery practices across the Prespa basin and of the regulations to maintain the lakes' native fish populations.

It is hoped that a change in the attitudes of the targeted will help to promote the development of a fisheries management plan by regional authorities. This in turn will help to secure the conservation of biodiversity and improve fishery practices and regulations at a national and transboundary level.

Expected results

As a result of the project, awareness levels among inhabitants and stakeholders in the Prespa region are expected to rise, and changes in fishing attitudes and practices will be monitored and recorded.

- Illegal incidents are expected to decrease by 50%;

LIFE09 INF/GR/000319
PROM.SUS.FIS.PR.PRESPA



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

Society for the Protection of Prespa

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Name of contact person

Marianna VLASSI

Duration of project:

30 months (01/10/2010 - 31/03/2013)

Total budget in euro:

715,234.00

EC contribution in euro with %:

355,992.00 (49.77 %)

- Awareness levels will be monitored by the implementation of public surveys prior, during and after the completion of the project;
- Numbers of people viewing media, attending meetings, and receiving printed material will be documented; and
- Public authorities are expected to take initiatives to complete management plans or undertake activities for the protection of threatened species.

Thalassa Campaign: Learn, Act, Protect/Awareness, Educational and Participation Campaign for Marine Mammals in Greece

Project background

The Greek seas host 14 different threatened and critically endangered marine mammal species, all of which are included in Annex IV of the Habitats Directive. The most notable are: the Mediterranean monk seal (*Monachus monachus*), the striped dolphin (*Stenella coeruleoalba*), the common bottlenose dolphin (*Tursiops truncatus*), the short-beaked common dolphin (*Delphinus delphis*), the Cuvier's beaked whale (*Ziphius cavirostris*), the sperm whale (*Physeter macrocephalus*), Risso's dolphin (*Grampus griseus*), the harbour porpoise (*Phocoena phocoena*) and the fin whale (*Balaenoptera physalus*).

The long-term viability of these species is in imminent danger as a result of numerous human-related threats. The most serious threats include: intentional killings; direct takes; accidental bycatch in fisheries; prey depletion; collisions with vessels; disturbance; acoustic pollution (noise); ingestion of solid debris; contamination by xenobiotic compounds; oil pollution; habitat loss because of coastal development; and ecosystem and climate change.

Although marine mammals have been admired since antiquity, at present Greek society is often unaware of their existence. Lack of knowledge of their critical status, loss of the link between people's everyday life and the natural marine environment, irresponsible behaviour, lack of interest and the means to actively participate in conservation are just some of the key factors that need addressing.

Project objectives

The project's objective is to mitigate the imminent danger, caused by human-related threats, to the long-term term viability of all rare, endangered and important marine mammals inhabiting Greek waters.

The "Thalassa Campaign" will involve a diverse range of awareness-raising, educational and capacity-building means and tools. These include: the mass media TV and radio spots, documentary, press conferences and press releases; interactive Internet media tools; environmental education tools; capacity-building (seminars and a conservation handbook); dissemination events; public opinion surveys; and quantitative evaluation methods and tools.

LIFE09 INF/GR/000320

Thalassa



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Name of contact person

Spyros KOTOMATAS

Duration of project:

40 months (01/09/2010 - 31/12/2013)

Total budget in euro:

1,343,248.00

EC contribution in euro with %:

667,124.00 (49.66 %)

Expected results

The "Thalassa" project is expected to:

- Reach an audience of some 4 million people through mainstream mass media tools;
- Reach 150 000 people/yr through online media;
- Involve 6 000 pupils through the environmental education "Thalassa Kit" and approximately 40 000 children and teachers annually through its educational website; and
- It is further expected that approximately 100 public servants and decision-makers and more than 1 000 cadets and merchant marine, navy and coastguard students will receive training on marine mammal conservation measures.

Overall, the project is expected to have a significant and measurable impact in promoting the long-term conservation of marine mammals and the marine environment in Greece, by achieving a change in the level of awareness of the targeted audiences, as well as a change in their attitude and behaviour.

Food Information and Safeguard of Habitat a Sustainable Consumption Approach in Local Environment

Project background

The commercial fish market is heavily concentrated on certain fish species. As a consequence, some edible species have a low commercial value because of poor demand. According to the Italian Ministry of Agriculture, Food and Forestry, out of 719 edible fish species only 10% are currently commercialised. This is mainly the result of modern eating habits.

Non-commercial species are hence classified as “by-catch” and usually discarded by industrial fisheries. Up to 25% of the fish harvested - about 27 million tonnes - is discarded dead into the sea every year. This practice results in a huge waste of marine resources. It also alters marine biodiversity and reduces numbers of adult reproductive fish.

Project objectives

The FISH SCALE project aims to address the problem of over-exploitation of marine resources and fishing discards by promoting a more sustainable use of the sea and by improving the protection of marine biodiversity in the Mediterranean. The project will seek to change the attitudes of consumers by increasing their awareness of the importance of by-catch species. The project aims to establish a virtuous cycle by stimulating greater demand for neglected fish circle, thereby increasing their commercial value, leading in turn to a reduction in fish discards and hence, better preservation of marine biodiversity.

The project will develop integrated communication and demonstration actions involving the whole supply chain of the fishing sector, together with final consumers, so that they can become pro-active and discover mutual benefits in using currently neglected fish species.

Expected results

- The establishment of the “FISH-SCALE” network of commercial operators distributing neglected fish species, demonstrating their value to consumers, and highlighting the business opportunities they present to other economic operators (100 economic operators and over 10 000 consumers);
- A 10% increase in the commercialisation of by-catch fish species (at least three more species included in the large-scale distribution network);

LIFE09 INF/IT/000076
FISH SCALE



Beneficiary:

Type of beneficiary

Small and medium-sized enterprise

Name of beneficiary

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Name of contact person

Bruna VALETTINI

Duration of project:

36 months (01/10/2010 - 30/09/2013)

Total budget in euro:

1,074,026.00

EC contribution in euro with %:

537,013.00 (50.00 %)

- At least four “The month of sustainable fish” campaigns involving the large-scale distribution network of the COOP facilities in the Liguria Region. This will include the promotion of by-catch products to at least 15 000 consumers and the participation of at least 400 consumers in ad hoc events; and
- The development of an interactive, educational portal: “Map Fish”.

Forest fires and nature II – second part of raising rural residents awareness of the forest fire prevention issue

Project background

Poland has some 9 million ha of forest cover (28.9% of its area). The forests are mainly publicly-owned (82.1%) – of which the majority (78.1%) is managed by the State Forests NFH.

In 2007, there were 2 818 fires within the State Forests NFH area, with an area of 550 ha being burned. Some 46% of these were the result of arson with 24% caused accidentally by people.

The LIFE project campaign is the second of three planned information campaigns to be implemented by the beneficiary across the whole of Poland. This (second phase) will take place in the southeastern part of Poland.

Project objectives

The project aims to raise public awareness to reduce the risks of accidental forest fires. The general goal is to raise awareness of forest fire prevention among rural residents and people using forests for recreational purposes.

In order to meet this objective, a series of activities will be implemented. These include a media campaign and training on forest fire prevention.

Expected results

The main result of the project will be an increase in knowledge and awareness among rural residents and the general public, notably people using forests for recreational activities of the threats posed by fires and of ways to prevent them.

Quantifiable achievements will include:

- A 30% decrease by 2012, in the average numbers of alerts related to human activities and forest fires caused by arson, compared with the period 2005-2009;
- The production of five (30 second) radio spots addressing the different target sectors. These will be broadcast by two regional radio stations in each of the four regions covered by the project: i.e. a total of 1 600 prime time broadcasts and 1 600 broadcasts in the morning and afternoon bands;
- The production of five (30 second) television spots addressing the different target groups. These will

LIFE09 INF/PL/000275
FORESTFIRE II



Beneficiary:

Type of beneficiary

National authority

Name of beneficiary

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Name of contact person

Łukasz PORĘBSKI

Duration of project:

30 months (01/10/2010 - 31/03/2013)

Total budget in euro:

1,500,377.00

EC contribution in euro with %:

750,188.00 (50.00 %)

be broadcast by local TV stations in each of the four regions covered by the project: i.e. a total of 300 prime time broadcasts and 600 broadcasts in morning and afternoon bands and in bands for farmers;

- The publishing of five sponsored articles on the threats related to forest fires and to fire prevention rules. These will appear in two regional daily papers in each of the four regions covered by the project: i.e. a total of 40 publications;
- The publishing of three full-page advertisements covering the threats from forest fires and fire prevention rules. These will appear in two regional daily papers in each of the four regions covered by the project: i.e. a total of 24 publications; and
- The production and distribution of promotional material for the general public (e.g. T-shirts, calendars, eco bags). These will be distributed among local communities and primary and secondary school students.

A Good Climate For Counties

LIFE09 INF/PL/000283
DOKLIP



Project background

Poland is one of the EU's largest greenhouse gas emitters, because of its reliance on coal power. Indeed, more than 90% of the country's electricity is produced from coal. A number of factors – including its dependence on coal, its fear of dependence on Russian gas, and a low level of public awareness about the threat of climate change – have left Poland lagging behind in progress on climate protection.

Nevertheless, Poland has a very large capacity to reduce its emissions and to remove CO₂ through the use of carbon sinks. Energy saving measures will reduce the impact on the climate whilst allowing the country to maintain a high growth rate. Poland also has a significant renewable energy potential-such energy sources can meet 47% of total energy requirements. In preparation for expected major climatic changes, more active efforts are required by local authorities and by the public to protect the climate and to adapt to changes. This is in line with the European Commission's White Paper: Adapting to climate change: Towards a European framework for action (COM/2009/0147).

Project objectives

The main goal of the project is to raise awareness of climate change among leaders at county level and to stimulate initiatives in support of practical local measures to protect the climate and adapt to any changes.

Specifically, the project aims to:

- Stimulate co-operation at a local level for climate protection and adaptation to climate change;
- Enhance and focus measures by local leaders; and
- Promote the importance of the need to integrate measures for climate protection and adaptation to climate change into local development.

Expected results

The main result will be an increased knowledge and awareness of potential threats posed by climate change and of ways to protect the climate. Other quantifiable results will include:

- A network of responsible, civic-minded people who will work to actively protect the climate at local level. At the end of the project, this network should bring together more than 220 people;

Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Name of contact person

Wojciech SZYMALSKI

Duration of project:

60 months (01/09/2010 - 31/08/2015)

Total budget in euro:

1,803,371.00

EC contribution in euro with %:

901,685.00 (50.00 %)

- The creation of a group of 10 young professionals who can help educate local authorities;
- 85 training courses for some 1 400 local leaders from one-third of all Polish counties; and
- A pilot low-carbon development programme. This will encourage other local authorities to launch similar initiatives and to use the EU funds for the measures for climate protection and adaptation to climate change.

Communicating for the sustainability of socio economic, human use and biodiversity in Natura 2000 Network Sites in Madeira Archipelago

Project background

Madeira and Porto Santo, the two small, rugged inhabited islands of the Madeira Archipelago are relatively densely populated (250 000 inhabitants). This can create potential conflicts between nature conservation aims and the need for sustainable regional development.

Project objectives

The overall long-term project objective is to reinforce, through educational and awareness activities, the compatibility of regional and territorial development in the Madeira Archipelago (i.e. socio-economic activities such as tourism, fisheries and agriculture) with EU biodiversity conservation policy (namely the management of Natura 2000 nature reserves, sites, habitats and species listed in the Habitats and Birds Directives).

Project actions will be targeted at various groups: those dealing with ecotourism; residents or visitors to the protected areas; and coastal and rural populations involved in socio-economic activities with potential negative impacts to the protected areas and its biodiversity.

Specifically, the project aims to increase awareness (and hopefully change the behaviour) of:

- (i) tourism promoters on the use/observation of species, habitats, nature reserves and Natura 2000 sites;
- (ii) visitors to the islands on species, habitats, nature reserves and Natura 2000 sites;
- (iii) economic interests linked with the marine environment - namely fishermen and people living in coastal areas; and
- (iv) economic interests linked with the rural environment - namely farmers and those living in rural areas.

Expected results

- A decrease in conflicts between biodiversity conservation and the development of economic and traditional activities in sensitive areas;
- An increase in biodiversity contributing to the development of sustainable socio-economic activities;
- Increased knowledge about behaviour that negatively affects the conservation of habitats and causes biodiversity loss;

LIFE09 INF/PT/000045
ECO-COMPATÍVEL



Beneficiary:

Type of beneficiary

Park-Reserve authority

Name of beneficiary

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Name of contact person

Sara FREITAS

Duration of project:

48 months (01/10/2010 - 30/09/2014)

Total budget in euro:

607,792.00

EC contribution in euro with %:

285,646.00 (49.80 %)

- A change in policies and behaviour among those directly, or indirectly, involved in eco-tourism activities, fisheries and agriculture in sensitive areas; and
- The development of tools for participants to further the implementation of good practices.

Carbon Footprint Reduction, a contribution to enhance biodiversity in Sintra

Project background

The Cultural Landscape of Sintra is a World Heritage Site, listed by UNESCO in 1995, and included in the Natura 2000 network. This area, made up of the palace and park of Pena, gardens and palace of Monserrate, the Moorish castle, the Capuchos Convent and several other historic and nature sites, covers approximately 900 ha. Visited by 1.6 million tourists/yr, it is surrounded by urban areas (with a population of over 445 000 and more than 39 000 businesses).

Unfortunately, local people and enterprises are unaware of the negative impacts of various human activities on the valuable Sintra ecosystem. Awareness raising activities are therefore necessary, at local and regional level, on issues such as the generation of carbon emissions, climate change, sustainability of habitats and species and loss of biodiversity.

Project objectives

The overall project objective is to develop a pilot experience for the Cultural Landscape of Sintra (transferable to other locations) aimed at changing people's attitudes – targeting a decrease in carbon emissions to mitigate climate change, safeguarding local habitats and species and reducing biodiversity loss.

Specifically, the project aims to:

- Raise awareness of the natural values of the Cultural Landscape of Sintra – information on selected flora and fauna biodiversity will be widely disseminated through communication campaigns;
- Improve understanding of key biodiversity issues – important not only from an environmental and ethical point of view, but also from a financial perspective. That is, the natural values of the Cultural Landscape of Sintra have an important contribution towards the sustainability of the local/regional economy;
- Demonstrate that simple individual actions and attitudes can collectively make a difference/ motivate target groups towards more nature-oriented behaviour. For example, by the dissemination of examples of good practices towards reducing carbon emissions – relating biodiversity issues with current daily life activities.

LIFE09 INF/PT/000048
BIO+SINTRA



Beneficiary:

Type of beneficiary

Park-Reserve authority

Name of beneficiary

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Name of contact person

Ines MOREIRA

Duration of project:

36 months (01/09/2010 - 31/08/2013)

Total budget in euro:

995,514.00

EC contribution in euro with %:

440,257.00 (44.22 %)

Expected results

- A 40% improvement in awareness levels and understanding of "biodiversity" and the main threats to biodiversity in the area (focusing on carbon emissions);
- The establishment of 25 working groups in local and/or regional schools. These will involve approximately 500 students on a regular basis in actions to raise awareness about the conservation value of the Cultural Landscape of Sintra and to raise understanding of biodiversity issues, namely the threats resulting from carbon emissions;
- The establishment of 5 volunteer groups created by local associations and involving at least 100 citizens, to carry out actions demonstrating good practices contributing to reducing carbon emissions;
- To involve 25 local and/or regional enterprises/entrepreneurs in actions to offset carbon emissions and halt biodiversity loss; and
- To minimise the carbon footprint of 10% of visitors to the area through the adoption of good practices.

Promoting responsible food consumer choices that foster biodiversity in the Network of Natura 2000 and natural protected areas in Spain

Project background

Changes in land-use practices, in particular the abandonment of traditional farming methods in favour of more intensive, mechanised and industrial scale activities, is resulting in an accelerated loss of animal and plant genetic resources. In Spain, this is threatening food security for current and future generations, as well as putting at risk the conservation of natural resources both within and outside the Spanish Natura 2000 network.

Ideally, the conservation of a biological resource should take place within the ecosystem of which it is a part. This "in situ" conservation helps to preserve not only a particular species, but also its ecological relations and processes.

In order to preserve human welfare in the long term, people need to be informed of new production and consumption models that contribute to the conservation of the Earth's living systems and acquired resources for future generations. Information is the key to persuading consumers to favour certain 'greener' products and to avoid others.

Project objectives

The main objectives of the project are:

- To develop new information and communication campaigns to improve people's awareness and knowledge of the importance of biodiversity conservation;
- To continue work already started on highlighting the important links between rural development and nature conservation;
- To develop information and communication campaigns to highlight the importance of biodiversity, its links with rural development and to promote (via a project website and other tools) greener consumption and leisure patterns that in turn contribute to biodiversity conservation;
- To promote the production and consumption of products that contribute to halting the loss of biodiversity.

LIFE09 INF/ES/000542
BIOCxLIFE



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

Fundación Félix Rodríguez de la Fuente

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Marion STOLER TRIGO

Duration of project:

36 months (01/01/2011- 31/12/2013)

Total budget in euro:

2,232,188.00

EC contribution in euro with %:

1,063,594.00 (47.65 %)

Expected results:

- The project's ambitious target is to reach through its various campaigns a potential audience of up to 15 million people (living mainly in northern, central and southern Spain). This figure will be supplemented by a further target reach of 15 million people involved in the Spanish and European rural tourism sector;
- The expected involvement of up to 5 000 locally-based stakeholders, mainly in the regions of northern, central and southern Spain; and
- A halting, or slowing down of the rate of genetic erosion through the promotion of responsible consumption and production patterns that favour biodiversity, especially in areas linked to the Spanish Natura 2000 network.

RESTORE - Rivers: Engaging, Supporting and Transferring knOwledge for Restoration in Europe

Background

River ecosystems throughout Europe have been severely impacted by engineering projects for flood protection, navigation, water supply and hydroelectricity. It is estimated that less than 20% of Europe's rivers and floodplains are in their natural state and many species have been lost. The role of river restoration, often promoting 'soft' engineering solutions, as a tool to reserve some of the problems associated with damage to these ecosystems has grown considerably in recent decades, particularly at the local level. The aim of river restoration is to re-establish self-sustaining environments and to restore complete ecosystems.

Applying sustainable river restoration serves both the Habitats Directive and the Water Framework Directive at several levels. River restoration at the local level aims to create and improve habitat conditions for key species; at regional level supports the Natura 2000 network; and across Europe can improve the entire ecological status of river basins. River restoration can also assist with adaptation to climate change by strengthening ecological networks and providing climate space.

River restoration activities also play a crucial role in developing best practice approaches for flood risk management, especially through flood storage, serving the interests of the EU Floods Directive (2007/60/EC).

The overall river restoration effort is hindered, however, not by a lack of expertise at the local level but by a lack of opportunities for sharing best practice and knowledge. Addressing this gap in knowledge transfer is the main aim of the RESTORE project.

Objectives

The project will develop a network linking policymakers, river basin planners, practitioners and experts across Europe to share information and good practice on river restoration activities. The main objectives are:

- To support river restoration practices across Europe. A database of river restoration projects will be created, providing understanding of policy opportunities and constraints, the effectiveness of restoration methods, design issues and project costs/benefits;

LIFE09 INF/UK/000032
RESTORE



Beneficiary:

Type of beneficiary

Public enterprise

Name of beneficiary

Environment Agency for England & Wales

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Name of contact person

David CORBELL

Duration of project:

37 months (01/09/2010 - 30/09/2013)

Total budget in euro:

1,794,567.00

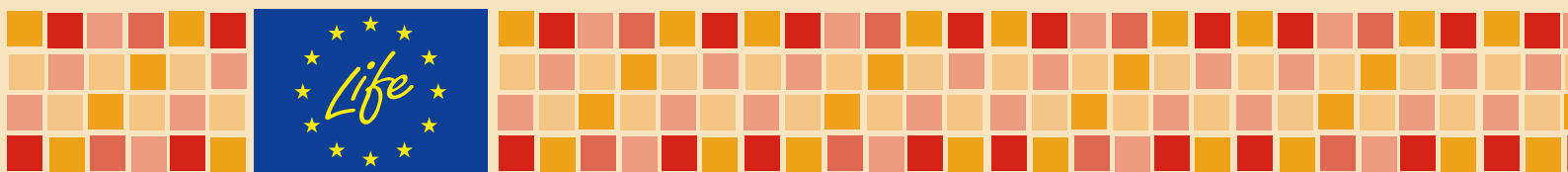
EC contribution in euro with %:

872,753.00 (48.63 %)

- To build up existing river restoration network capacity. Several river restoration networks are already established. The project will provide a European forum to support existing and emerging networks and will help identify the needs of networks and the barriers to effective operation and co-operation; and
- To promote effective river restoration knowledge transfer. The project will support the work of existing networks in communicating best practice. Tools to promote knowledge transfer will also be developed and used to communicate key messages to target audiences.

Expected results

- The production of communication plans at regional and European level;
- Preparatory reviews of current policy, planning and project activity; and
- The development of a river restoration handbook to be published in print and online form.



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